

## CLAIMS

What is claimed is:

1. A method of managing items available for electronic purchase, the method comprising:
  - storing the items in a hierarchical structure, wherein each of the items is located using a query for each level of the hierarchical structure;
  - identifying at least one high frequency item; and
  - automatically generating the query for each level of the hierarchical structure to display the at least one high frequency item on a high level page.
2. The method of claim 1, further comprising:
  - presenting the at least one high frequency item to an administrator; and
  - selecting at least one high frequency item for display on the high level page.
3. The method of claim 1, further comprising storing the operations performed by a user to select an item in the hierarchical structure.
4. The method of claim 3, wherein the identifying step includes analyzing the stored operations.
5. The method of claim 3, wherein the automatically generating step includes obtaining the query for each level based on the stored operations.

6. The method of claim 1, further comprising maintaining the frequency that each of the items has been purchased.

7. The method of claim 6, wherein a separate frequency is maintained for each of a plurality of groups of users.

8. A method of managing items available for electronic purchase, the method comprising:
  - storing the items in a hierarchical structure, wherein each of the items is located using a query for each level of the hierarchical structure;
  - identifying at least one high frequency item for a group of users;
  - presenting the at least one high frequency item to an administrator for the group of users;

and

  - selecting at least one high frequency item for display on a high level page for each user in the group of users.
9. The method of claim 8, further comprising automatically generating the query for each level of the hierarchical structure to display the selected at least one high frequency item on the high level page.
10. The method of claim 8, further comprising separately maintaining frequencies that each of the items has been purchased for a plurality of groups of users.
11. The method of claim 8, further comprising storing the operations performed by a user to select an item in the hierarchical structure.
12. The method of claim 11, wherein the identifying step includes analyzing the stored operations.

13. The method of claim 11, wherein the automatically generating step includes obtaining the query for each level based on the stored operations.

14. A system for managing items available for electronic purchase, the system comprising:
- a storage system for storing the items in a hierarchical structure, wherein each of the items is located using a query for each level of the hierarchical structure;
  - a frequency system for identifying at least one high frequency item; and
  - a display system for displaying the at least one high frequency item on a high level page by automatically generating the query for each level of the hierarchical structure.
15. The system of claim 14, further comprising a selection system for selecting an item in the hierarchical structure, and storing the operations performed to select the item.
16. The system of claim 14, wherein the frequency system separately maintains frequencies that each of the items has been purchased for each of a plurality of groups of users.
17. The system of claim 14, further comprising an administration system for allowing an administrator for a group of users to select at least one high frequency item for display on the high level page.
18. The system of claim 14, further comprising an identification system for identifying a user.

19. A computer program product stored on a recordable medium for managing items available for electronic purchase, which when executed comprises:

program code for storing the items in a hierarchical structure, wherein each of the items is located using a query for each level of the hierarchical structure;

program code for identifying at least one high frequency item; and

program code for displaying the at least one high frequency item on a high level page by automatically generating the query for each level of the hierarchical structure.

20. The program product of claim 19, further comprising program code for selecting an item in the hierarchical structure, and storing the operations performed to select the item.

21. The program product of claim 19, further comprising program code for separately maintaining frequencies that each of the items has been purchased for each of a plurality of groups of users.

22. The program product of claim 19, further comprising program code for allowing an administrator for a group of users to select at least one high frequency item for display on the high level page.